

Sinclair Broadcasting's decision to force their stations to air an anti-Kerry documentary days before the election is a clear example of the dangers of media consolidation.

Sinclair uses the public airwaves free of charge, and is obligated by law to serve the public interest. But when large companies control the airwaves, we get more of what's good for the bottom line and less of what we need for our democracy. Instead of something produced at "News Central" far away, it's more important that we see real people from our own communities and more substantive news about issues that matter.

Large media conglomerates like Clear Channel Sinclair, and Fox reduce the public's access to different points of view. Over time, these conglomerates have used their positions to advocate for issues they deem to be important, while suppressing coverage other newsworthy events and opinions.

Sinclair's actions show why we need to strengthen media ownership rules, not weaken them. Furthermore, they illustrate that what's needed is a return to regulatory practices that existed in the 1960s and 1970s, when stations broadcasting political programs were required to give equal time to opposing points of view. They show why the license renewal process needs to involve more than a returned postcard. Thank you.